

<i>SERFF Tracking Number:</i>	<i>UHLC-126168534</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>42546</i>
<i>Company Tracking Number:</i>	<i>REG001</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Name Change-Logo treatment/REG001</i>		

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement

SERFF Tr Num: UHLC-126168534 State: ArkansasLH

TOI: MS05G Group Medicare Supplement -  
Standard Plans

SERFF Status: Closed

State Tr Num: 42546

Sub-TOI: MS05G.001 Plan A

Co Tr Num: REG001

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Michelle Ambach

Disposition Date: 06/25/2009

Date Submitted: 06/01/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Name Change-Logo treatment

Project Number: REG001

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 06/25/2009

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Explanation for Other Group Market Type:

State Status Changed: 06/25/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

Please see attached explanation under supporting documentation tab.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director

Susan\_J\_Cipollo@uhc.com

SERFF Tracking Number: UHLC-126168534 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42546  
Company Tracking Number: REG001  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: Name Change-Logo treatment/REG001

680 Blair Mill Rd. (215) 902-8444 [Phone]  
Horsham, PA 19044 (215) 902-8813[FAX]

**Filing Company Information**

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
450 Columbus Boulevard Group Code: 707 Company Type: Life and Health  
PO Box 150450  
Hartford, CT 06115-0450 Group Name: State ID Number:  
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571  
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Company Tracking Number: REG001  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: Medicare Supplement  
Project Name/Number: Name Change-Logo treatment/REG001

## Filing Fees

Fee Required? Yes  
Fee Amount: \$25.00  
Retaliatory? No  
Fee Explanation: state required filing fee  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$25.00	06/01/2009	28217874

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<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>	<i>MS05G.001 Plan A</i>	
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## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Stephanie Fowler	06/25/2009	06/25/2009

SERFF Tracking Number:	UHLC-126168534	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	42546
Company Tracking Number:	REG001		
TOI:	MS05G Group Medicare Supplement - Standard Plans	Sub-TOI:	MS05G.001 Plan A
Product Name:	Medicare Supplement		
Project Name/Number:	Name Change-Logo treatment/REG001		

## Disposition

Disposition Date: 06/25/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

*SERFF Tracking Number:*      *UHLC-126168534*                      *State:*                      *Arkansas*  
*Filing Company:*              *UnitedHealthcare Insurance Company*              *State Tracking Number:*              *42546*  
*Company Tracking Number:*      *REG001*  
*TOI:*                      *MS05G Group Medicare Supplement - Standard Sub-TOI:*                      *MS05G.001 Plan A*  
   *Plans*  
*Product Name:*              *Medicare Supplement*  
*Project Name/Number:*              *Name Change-Logo treatment/REG001*

<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Explanation letter	Accepted for Informational Purposes	Yes
<b>Supporting Document</b>	copy of logo treatment	Filed	Yes

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## **Rate Information**

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126168534 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42546  
Company Tracking Number: REG001  
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Plans  
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## Supporting Document Schedules

**Satisfied -Name:** Explanation letter  
**Review Status:** Accepted for Informational Purposes 06/25/2009

**Comments:**

**Attachment:**

name change logo treatment cover letter.pdf

**Satisfied -Name:** copy of logo treatment  
**Review Status:** Filed 06/25/2009

**Comments:**

**Attachment:**

UHC\_MedicareSup\_CB.pdf





## UnitedHealth Group

UnitedHealth Group  
P.O. Box 130 Montgomeryville PA 18936

June 1, 2009

RE: Name Change/Logo Treatment

Dear Commissioner:

Effective December 31, 2008, United HealthCare Insurance Company received approval from the state of Connecticut, its state of domicile, to change the spelling of the name to "UnitedHealthcare Insurance Company". We wanted to make the Department aware that as a result of that change, the logo treatment used in connection with the AARP Medicare Supplement Insurance Plans has been updated.

A copy of the logo treatment is enclosed for your reference. We have begun using the new name and treatment as new materials are developed. You may expect to see them as those materials are submitted for state filing, review and approval.

Please let me know if there are questions related to this change. I can be reached at 215-902-8444, by fax at 215-902-8813 or by email at [Susan\\_J\\_Cipollo@uhc.com](mailto:Susan_J_Cipollo@uhc.com).

Thank you for your assistance.

Sincerely,

Susan J. Cipollo  
Director, Marketing Compliance



**Medicare Supplement Plans**  
insured by **UnitedHealthcare**  
**Insurance Company**